

Message Text

UNCLASSIFIED

PAGE 01 MOSCOW 11138 031032Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----059644 031418Z /47

R 031000Z AUG 77
FM AMEMBASSY MOSCOW
TO SECSTATE WASHDC 532
USDOC WASHDC
INFO AMCONSUL LENINGRAD
AMEMBASSY VIENNA

UNCLAS MOSCOW 11138

USDOC FOR BEWT/TDAD (STECHSCHULTE)

USDOC FOR BEWT/USSR (HEISS)

VIENNA FOR VONTILLIUS

EO 11652: NA
TAGS: BEXP UR EQIP UR
SUBJECT: RESULTS OF SOVIET SUMMER COMMERCIAL EXHIBITS

REF: (A) MOSCOW 10846, (B) MOSCOW 10611, (C) MOSCOW 10136

BEGIN SUMMARY

1. THREE MID-SUMMER EXHIBITS/RAILWAY '77, KHMIFARMINDUSTRIA,
AND LITKONTROLMATERIALY/CLOSED OVER PAST WEEKEND. EXPERIENCE
OF AMERICAN EXHIBITORS AT ALL THREE SHOWS INDICATES A CONTINUING
PATTERN OF LOW LEVELS FOR OFF THE FLOOR SALES WHICH HAS BEEN
GENERAL TREND AT SOVIET EXHIBITIONS THIS YEAR. OF SUBSTANTIAL
SALES REPORTED TO USCO OFFICERS BY AMERICAN EXHIBITORS ALMOST
ALL WERE PRE-NEGOTIATED. NEVERTHELESS, MAJORITY OF U.S. PARTICI-
PANTS REASONABLY SATISFIED AS, IN SPITE OF MID-SUMMER SCHEDULING,
SOVIET ATTENDENCE WAS FAIR TO GOOD, AND ALL THREE EVENTS
WERE SEEN AS EXCELLENT VEHICLES FOR ESTABLISHMENT AND RENEWAL
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MOSCOW 11138 031032Z

OF END-USER CONTACTS. END SUMMARY

2. WELL-ATTENDED RAILWAY TRANSPORT '77 EXHIBITION
RESULTED IN SALES PRIMARILY WITHIN SOCIALIST BLOC.
TASS CLAIMS SOVIET FTO'S MADE IMMEDIATE SALES OF
100 MILLION RUBLES IN ROLLING STOCK TO GDR, YUGOSLAVIA,
AND CUBA. SOVIETS ORDERED STOCK FROM HUNGARY AND

CZECHOSLOVAKIA. US SALES STEMMING FROM EXHIBITION WERE MINIMAL. PULLMAN RELEASED ITS DISPLAY BOX CAR TO THE SOVIETS (FOR A FEE) FOR QUOTE TESTING UNQUOTE. WESTINGHOUSE MADE NO RPT NO FURTHER SALES THAN REPORTED REFTEL (C). REPRESENTATIVES SAID WESTINGHOUSE RATIONALE FOR PARTICIPATION WAS EXPOSURE TO EAST EUROPEAN BUYERS OTHER THAN SOVIETS. GDR DISPLAYED MOST SOPHISTICATED, MODERN ROLLING STOCK - BOTH PASSENGER CARS AND FREIGHT, AND ALSO DEMONSTRATED RAILROAD CAR HANDLING AND MAINTENANCE EQUIPMENT.

3. ALTHOUGH AMERICAN PARTICIPANTS AT KHMIFARMINDUSTRIA WERE GENERALLY PLEASED WITH LEVEL OF SOVIET TURNOUT, GIVEN FACT EXHIBIT TOOK PLACE AT HEIGHT OF SUMMER VACATION SEASON, OFF THE FLOOR SALES AGAIN PROVED TO BE DISAPPOINTING. WHILE SEARLE NUCLEAR AND DIMES EACH REPORTED SIGNING CONTRACTS TOTALING ABOUT \$750,000 OVERWHELMING MAJORITY OF THESE FIGURES WAS FOR PRE-SOLD EQUIPMENT. COMPANIES WHICH HAD NOT PRE-SOLD EQUIPMENT REGISTERED FEW OR NO SALES, ALTHOUGH FIRMS WHICH WILL PARTICIPATE AT CHEMISTRY '77 SHOW FELT THAT KHMIFARMINDUSTRIA HAD GIVEN THEM GOOD PREMARKETING EXPOSURE FOR CHEMISTRY SHOW. FROM QUICK POLL OF AMERICAN PARTICIPANTS IT APPEARS TOTAL LEVEL OF IMMEDIATE, NON-PRENEGOTIATED SALES REGISTERED AT EXHIBIT IN \$150,000-\$250,000 RANGE.
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 MOSCOW 11138 031032Z

RM SMALL LITKONTROLMATERIALY EXHIBIT, WHILE ALSO OFFERING LITTLE IN WAY OF IMMEDIATE CONTRACTS, LEFT AMERICAN PARTICIPANTS QUITE SATISFIED. HIGHLY SPECIALIZED NATURE OF SHOW, WHICH FEATURED CONTROL INSTRUMENTS FOR FOUNDRIES, DREW STRONG CONTINGENTS OF SOVIET EXPERTS. CONSENSUS OF AMERICAN EXHIBITORS WAS THAT SHOW HAD BEEN VERY GOOD VEHICLE FOR EXPANSION OF CONTACTS.

5. COMMENT: IN SPITE OF USUAL PRE-SHOW RUMORS THAT MONEY WOULD BE AVAILABLE AT ABOVE MENTIONED EVENTS, IT APPEARS THAT EXHIBITORS SEEKING IMMEDIATE SALES AS PRIMARY GOAL WERE ONCE MORE DISAPPOINTED. WINNERS, NOT SURPRISINGLY, WERE THOSE FIRMS ALREADY POSSESSING GOOD CONTACTS HERE, WHICH USED EXHIBITS TO DEEPEN EXISTING CONNECTIONS AND FINALIZED BUSINESS PREVIOUSLY AGREED UPON IN PRINCIPLE. ALTHOUGH THERE APPEAR TO BE HIGH EXPECTATIONS THAT THERE WILL BE PLENTY OF MONEY AT UPCOMING CHEMISTRY SHOW IT REMAIN TO BE SEEN WHETHER THIS EXPECTATION WILL BE FULFILLED.
TOON

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: REPORTS, EXHIBITS
Control Number: n/a
Copy: SINGLE
Sent Date: 03-Aug-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977MOSCOW11138
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770278-0203
Format: TEL
From: MOSCOW
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t197708101/aaaadihn.tel
Line Count: 116
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 8fc48c4e-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 MOSCOW 10846, 77 MOSCOW 10611, 77 MOSCOW 10136
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 04-Nov-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1405035
Secure: OPEN
Status: NATIVE
Subject: RESULTS OF SOVIET SUMMER COMMERCIAL EXHIBITS
TAGS: BEXP, EQUIP, UR, US
To: STATE COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/8fc48c4e-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009